

WE CLAIM:

1. An online publishing management system comprising

A) at least one advertisement computer means for storing
an advertisement file;

B) at least one article computer means for storing an
article file; and

C) a publishing management server computer comprising:

(i) user interface means for receiving data from and
sending data to a user;

(ii) database means for storing a plurality of
database tables, said database tables comprising:

a) an advertisement table comprising a
plurality of advertisement records, each advertisement record
comprising information regarding an advertisement file stored
on an advertisement computer means;

b) an advertiser table comprising a plurality
of advertiser records, each advertiser record comprising
information regarding an advertiser associated with at least
one advertisement file stored on an advertisement computer
means;

c) an article table comprising a plurality of
article records, each article record comprising information
regarding an article file stored on an article computer means;
and

(iii) processing means adapted to:

a) generate a plurality of reports as a
function of one or more of the database tables;

b) allow a user to input, via the user
interface means, criteria for generating the reports;

c) provide the reports to a user via the user
interface means; and

d) allow a user to enter or modify, via the user interface means, records in any of the database tables.

2. The online publishing management system of claim 1 wherein the database tables further comprise:

d) an author table comprising a plurality of author records, each author record comprising information regarding an author associated with at least one article file stored on an article computer means.

3. The online publishing management system of claim 1 wherein the database tables further comprise:

e) a partner table comprising a plurality of partner records, each partner record comprising information regarding a partner of the system.

4. The online publishing management system of claim 1 wherein the database tables further comprise:

e) a subscriber table comprising a plurality of subscriber records, each subscriber record comprising information regarding a subscriber of the system.

5. The online publishing management system of claim 1 wherein the processing means is further adapted to generate a composite article for publication to a subscriber; the composite article comprising an article file and at least one advertisement reference associated therewith.

6. The online publishing management system of claim 5 wherein the composite article is in HTML code, and wherein the associated advertisement reference is a resource locator of an advertisement associated with the composite article.

7. The online publishing management system of claim 6 wherein the resource locator of the associated advertisement is a URL.

5 8. The online publishing management system of claim 1 wherein the advertisement records each comprise an advertisement description field, a start field, an end field, an advertisement resource locator indicative of the location of the advertisement, a partner site permission field
10 indicative of partner sites with which the advertisement may be displayed, and an article field indicative of the articles with which the advertisement has been associated.

15 9. The online publishing management system of claim 8 wherein the article field indicates a display position within the article that the advertisement will be displayed.

20 10. The online publishing management system of claim 8 wherein the advertisement record further comprises the advertisement file.

25 11. The online publishing management system of claim 1 wherein the article records each comprise an article description field, an article resource locator indicative of the location of the article, an active/inactive field indicating if the article is currently active, and a table of contents field indicating if the article should be included in a table of contents file.

30 12. The online publishing management system of claim 1 wherein the article records further comprise an advertisement display position field indicative of locations in the article in which an advertisement may be inserted.

13. The online publishing management system of claim 1 wherein the article records further comprise an author field.

5 14. The online publishing management system of claim 1 wherein the article records further comprise a topic field indicative of the subject matter of the article.

10 15. The online publishing management system of claim 1 wherein the article records further comprise a partner site filed indicative of partner sites on which the article may be associated.

15 16. The online publishing management system of claim 1 wherein the reports generated by the processing means comprise an advertiser contract report comprising a list of contract records for an advertiser of the system, the contract records comprising a description of the advertiser, a description of the advertisement associated with the advertiser, a field
20 indicative of the start date and the end date of the advertisement, and a field indicating an article that the advertisement is associated with and the display position within that article.

25 17. The online publishing management system of claim 1 wherein the reports generated by the processing means comprise an advertiser lead report comprising a list of advertiser lead records, each advertiser lead record comprising an identification of a subscriber, a list of articles previously
30 accessed by that subscriber within a defined time period, and a list of advertisements associated with those articles previously accessed by that subscriber within a defined time period.

18. The online publishing management system of claim 1 wherein the reports generated by the processing means comprise an article usage report comprising a list of articles and the number of subscribers that accessed each article in a given time period.

19. The online publishing management system of claim 1 wherein the reports generated by the processing means comprise an article activity report comprising a list of articles and activity statistics, the activity statistics comprising the number of times the article was viewed, the number of times the article was printed, and the number of times the article was emailed.

20. The online publishing management system of claim 1 wherein at least one advertisement computer means for storing an advertisement file is located on the publishing management server computer.

21. The online publishing management system of claim 1 wherein at least one article computer means for storing an article file is located on the publishing management server computer.

22. The online publishing management system of claim 1 wherein at least one advertisement computer means for storing an advertisement file is located on a computer remote from the publishing management server computer.

23. The online publishing management system of claim 1 wherein at least one article computer means for storing an

article file is located on a computer remote from the publishing management server computer.

24. An method for online publishing management comprising the steps of

A) providing at least one advertisement computer means for storing an advertisement file;

B) providing at least one article computer means for storing an article file; and

C) providing a publishing management server computer comprising:

(i) user interface means for receiving data from and sending data to a user;

(ii) database means for storing a plurality of database tables, said database tables comprising:

a) an advertisement table comprising a plurality of advertisement records, each advertisement record comprising information regarding an advertisement file stored on an advertisement computer means;

b) an advertiser table comprising a plurality of advertiser records, each advertiser record comprising information regarding an advertiser associated with at least one advertisement file stored on an advertisement computer means;

c) an article table comprising a plurality of article records, each article record comprising information regarding an article file stored on an article computer means; and

(iii) processing means adapted to:

a) generate a plurality of reports as a function of one or more of the database tables;

b) allow a user to input, via the user interface means, criteria for generating the reports;

c) provide the reports to a user via the user interface means; and

d) allow a user to enter or modify, via the user interface means, records in any of the database tables.

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25. The method of claim 24 further comprising the step of providing an author table comprising a plurality of author records, each author record comprising information regarding an author associated with at least one article file stored on an article computer means.

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26. The method of claim 24 further comprising the step of providing a partner table comprising a plurality of partner records, each partner record comprising information regarding a partner of the system.

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27. The method of claim 24 further comprising the step of providing a subscriber table comprising a plurality of subscriber records, each subscriber record comprising information regarding a subscriber of the system.

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28. The method of claim 24 wherein the processing means carries out the step generating a composite article for publication to a subscriber; the composite article comprising an article file and at least one advertisement reference associated therewith.

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29. The method of claim 28 wherein the composite article is in HTML code, and wherein the associated advertisement reference is a resource locator of an advertisement associated with the composite article.

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30. The method of claim 29 wherein the resource locator of the associated advertisement is a URL.

5 31. The method of claim 24 wherein the advertisement records each comprise an advertisement description field, a start field, an end field, an advertisement resource locator indicative of the location of the advertisement, a partner site permission field indicative of partner sites with which the advertisement may be displayed, and an article field
10 indicative of the articles with which the advertisement has been associated.

15 32. The method of claim 31 wherein the article field indicates a display position within the article that the advertisement will be displayed.

20 33. The method of claim 31 wherein the advertisement record further comprises the advertisement file.

25 34. The method of claim 24 wherein the article records each comprise an article description field, an article resource locator indicative of the location of the article, an active/inactive field indicating if the article is currently active, and a table of contents field indicating if the article should be included in a table of contents file.

30 35. The method of claim 24 wherein the article records further comprise an advertisement display position field indicative of locations in the article in which an advertisement may be inserted.

36. The method of claim 24 wherein the article records further comprise an author field.

37. The method of claim 24 wherein the article records further comprise a topic field indicative of the subject matter of the article.

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38. The method of claim 24 wherein the article records further comprise a partner site filed indicative of partner sites on which the article may be associated.

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39. The method of claim 24 wherein the reports generated by the processing means comprise an advertiser contract report comprising a list of contract records for an advertiser of the system, the contract records comprising a description of the advertiser, a description of the advertisement associated with the advertiser, a field indicative of the start date and the end date of the advertisement, and a field indicating an article that the advertisement is associated with and the display position within that article.

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40. The method of claim 24 further comprising the step of providing the reports generated by the processing means comprise an advertiser lead report comprising a list of advertiser lead records, each advertiser lead record comprising an identification of a subscriber, a list of articles previously accessed by that subscriber within a defined time period, and a list of advertisements associated with those articles previously accessed by that subscriber within a defined time period.

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41. The method of claim 24 wherein the reports generated by the processing means comprise an article usage report comprising a list of articles and the number of subscribers that accessed each article in a given time period.

42. The method of claim 24 wherein the reports generated by the processing means comprise an article activity report comprising a list of articles and activity statistics, the activity statistics comprising the number of times the article was viewed, the number of times the article was printed, and the number of times the article was emailed.

43. The method of claim 24 wherein at least one advertisement computer means for storing an advertisement file is located on the publishing management server computer.

44. The method of claim 24 wherein at least one article computer means for storing an article file is located on the publishing management server computer.

45. The method of claim 24 wherein at least one advertisement computer means for storing an advertisement file is located on a computer remote from the publishing management server computer.

46. The method of claim 24 wherein at least one article computer means for storing an article file is located on a computer remote from the publishing management server computer.